EOM/EOC



## **WXYZ**

## Flight Dates 10/23/12-10/29/12

Order Sep 00:20:00

Billing Cycle

Order Share %

**Product** Estimate # 1538 Week 2

Citizens for Affordable Quality Hon Alt Order # 305716 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> Order Type 07/24/12 09/18/12 **GENERAL** Billing Contact

Advertiser Citizens for Affordable Qual

1322 G Street SE Billing Calendar BROADCAST

Washington, DC 20003 Demographic

A25-54 Agency New Media Firm

**Rev Codes** POL **POL** ISS **Buying Contact** 

Sales Office EWSDC Product Codes PL Sales Region NAT Priority P-1 1322 G Street SE

Advertiser Ref Agency Ref Washington, DC 20003

## **Primary Account Executive**

Dave Lombardo

Account Executive Order% Start Date **End Date** 

Dave Lombardo 100%

Older Shale 76	Market value	
Competing Statio	n % of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

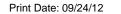
Market Value

**Order Totals Billing Plan** 

Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount Gross Amou		
October 2012	95	\$85,467.50	\$100,550.00	0.00 10/01/12	10/28/12	95	\$85,467.50	\$100,550.00	
November 2012	20	\$21,377.50	\$25,150.00	0.00 10/29/12	10/29/12	20	\$21,377.50	\$25,150.00	

Totals 115 \$106,845.00 \$125,700.00 0.00

											Tota	als
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WXYZ	10/23/12	2 10/29/12	430 AM News	CM	430a-5a	11111	:30	5	\$150.00 P-4	0.00 NM	5	\$750.00
			7 Action News Th	nis Morni								
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	2/12	10/28/12	- 1111	4	\$150.00	0.00						
Week: 10/2	9/12	11/04/12	1	1	\$150.00	0.00						
E 2 WXYZ	10/23/12	2 10/29/12	5am News M-F	CM	5-6am M-F	11111	:30	5	\$400.00 P-3	0.00 NM	5	\$2,000.00
			5am News M-F									
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	2/12	10/28/12	- 1111	4	\$400.00	0.00						
Week: 10/2	9/12	11/04/12	1	1	\$400.00	0.00						







Contract / Revision

305716 Flight Dates 10/23/12-10/29/12

Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 09/18/12

Order Sep 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1538 Week 2

					_					Tota	
Ln Ch Start E 3 WXYZ 10/23/12	End	Inventory Code GMA M-F 7-9am	Break CM	Start/End Tir 7-9am M-F	me Days 22222	Len Sp	oots 10	Rate Pri \$900.00 P-3	0.00 NM		\$9,000.00
E 3 WAYZ 10/23/12	10/29/12	M-F 7-9am	CIVI	7-9am W-F	<i>LLLLL</i>	.30	10	ф900.00 P-3	U.UU INIVI	10	\$9,000.00
	nd Date	Weekdays	Spots/Week	Rate	Rating						
	0/28/12 1/04/12	- 2222 2	8	\$900.00 \$900.00	0.00 0.00						
E 4 WXYZ 10/27/12		Action News SAT	6am CM	SAT 6-7am	S-	:30	1	\$250.00 P-4	0.00 NM	1	\$250.00
		Action News SAT	6am								
	nd Date 0/28/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
E 5 WXYZ 10/27/12	10/27/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	S-	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
	nd Date 0/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 6 WXYZ 10/27/12		Action News SAT		SAT 8-9am	S-	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
	0/28/12	S-	1	\$350.00	0.00				2 22 1114		<b>^</b>
E 7 WXYZ 10/28/12	10/28/12	GMA SUN 7-8am GMA SUN 7-8am	_	SUN 7-8am	S	:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
	nd Date 0/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 8 WXYZ 10/28/12			I 8am CM	Sun 8-930am		:30	1	\$350.00 P-4	0.00 NM	1	\$350.00
Start Date E	ind Date	Weekdays	Spots/Week	Rate	Rating						
	0/28/12	S	1	\$350.00	0.00						
E 9 WXYZ 10/23/12	10/29/12	M-F 9a-10a M-F 9a-10a	СМ	9-10am M-F	22222	:30	10	\$500.00 P-4	0.00 NM	10	\$5,000.00
	nd Date 0/28/12	Weekdays - 2222	Spots/Week 8	<u>Rate</u> \$500.00	Rating 0.00						
	1/04/12	2	2	\$500.00	0.00						
E 10 WXYZ 10/23/12	10/29/12	M-F 10a-11a M-F 10a-11a	СМ	10-11am M-F	11111	:30	5	\$400.00 P-4	0.00 NM	5	\$2,000.00
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
	0/28/12 1/04/12	- 1111 1	4	\$400.00 \$400.00	0.00 0.00						
E 11 WXYZ 10/23/12			CM	12-1pm M-F	11111	:30	5	\$500.00 P-4	0.00 NM	5	\$2,500.00
		12n-1p		,				*******			<b>v</b> =,000000
	nd Date		Spots/Week		Rating						
	0/28/12 1/04/12	- 1111 1	4	\$500.00 \$500.00	0.00 0.00						
E 12 WXYZ 10/23/12			CM	4-5pm M-F	11111	:30	5	\$900.00 P-3	0.00 NM	5	\$4,500.00
		Dr. Oz									
	nd Date 0/28/12	<u>Weekdays</u> - 1111	Spots/Week 4	Rate \$900.00	Rating 0.00						
	1/04/12	1	1	\$900.00	0.00						
E 13 WXYZ 10/23/12		5p News 5-6pm M-F	СМ	5-6pm M-F	11111	:30	5	\$1,000.00 P-4	0.00 NM	5	\$5,000.00
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12 1	0/28/12	- 1111	4	\$1,000.00	0.00						
Week: 10/29/12 1 E 14 WXYZ 10/23/12	1/04/12	1	CM	\$1,000.00 6-630pm M-F	0.00	:30		\$1,200.00 P-3	0.00 NM	5	\$6,000.00
L 14 VVATZ 10/23/12	10/29/12	6p News 6-630pm M-F	CIVI	o-osopiii ivi-F	11111	.30	Э	φι,200.00 Ρ-3	U.UU INIVI	5	φυ,υυυ.υυ





Contract / Revision 305716 Flight Dates 10/23/12-10/29/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 09/18/12 <u>Order Sep</u> 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1538 Week 2

									Tota	ıls
Ln Ch Start		Inventory Code		Start/End Ti	-	Len Spo		Rtg Type		Amount
E 14 WXYZ 10/23/	12 10/29/12	6p News 6-630pm M-F	СМ	6-630pm M-F	11111	:30	5 \$1,200.00 P-3	0.00 NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	- 1111	4	+ ,	0.00					
Week: 10/29/12 E15 WXYZ 10/23/	11/04/12	7	CM	\$1,200.00 7-730pm M-F	0.00	:30	5 \$1,200.00 P-3	0.00 NM	5	\$6,000.00
L 13 WATZ 10/23/	12 10/29/12	M-F 7-730p	Civi	7-7 Sopili M-i	11111	.50	3 \$1,200.001-3	U.UU INIVI	J	ψ0,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	- 1111 1		\$1,200.00 \$1,200.00	0.00 0.00					
E 16 WXYZ 10/27/				7-8pm Sat	S-	:30	1 \$1,000.00 P-3	0.00 NM	1	\$1,000.00
		Sat 7-8pm		·						
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays S-	Spots/Week	Rate \$1,000.00	Rating 0.00					
Spot Ch Date R		escription escription		t/End Time		Weekdays		Rtg Type		
1 WXYZ 10/22/		ccess Saturday	7-8p	m Sat		Sa	:30 <del>(\$1,000.00)</del>	0.00 NM		
See MG 10	6.2 s EARLY NEV	NS SA 7nml								
•		arly News Sa 7p (F	Foll Sport:7pm	Sat		Sa	:30 \$1,000.00	0.00 NM		
→ MG for 16.	1 10/27									
E 17 WXYZ 10/28/	12 10/28/12	Early News Su Su 6-630p	СМ	6-630pm Sur	ıS	30	1 \$750.00 P-4	0.00 NM	1	\$750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	S	1 0 CM	\$750.00	0.00	.20	2 64 000 00 D 2	0.00 NIM		ФГ 400 00
E18 WXYZ 10/24/	12 10/29/12	M-F 730-8pm	8pm CM	730-8pm M-F	1-1-1	:30	3 \$1,800.00 P-3	0.00 NM	3	\$5,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1- 1 1		\$1,800.00 \$1,800.00	0.00 0.00					
E 19 WXYZ 10/23/		Late News M-Su	CM		л-Sun 11- 1- 1-	:30	4 \$2,000.00 P-4	0.00 NM	4	\$8,000.00
		11pm Action New	vs Updat							
Start Date	End Date	Weekdays - 1- 1- 1-	Spots/Week	Rate CO. CO.	Rating					
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1		\$2,000.00 \$2,000.00	0.00 0.00					
E 20 WXYZ 10/23/	12 10/29/12	M-F 1135p-1205a	a CM	1135pm-120	5am M11111	:30	5 \$750.00 P-4	0.00 NM	5	\$3,750.00
		Nightline		_						
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> - 1111	Spots/Week 4	<u>Rate</u> \$750.00	Rating 0.00					
Week: 10/29/12	11/04/12	1	1	\$750.00	0.00					
E 21 WXYZ 10/23/	12 10/29/12	M-F 1205a-105a Jimmy Kimmel Li	CM	1205am-105a	am M-11111	:30	5 \$250.00 P-4	0.00 NM	5	\$1,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	- 1111 1	4	\$250.00 \$250.00	0.00 0.00					
E 22 WXYZ 10/23/		M-F 106a-206a	CM	106am-206ar		:30	5 \$150.00 P-4	0.00 NM	5	\$750.00
		M-F 106a-206a								
Start Date	End Date	Weekdays - 1111	Spots/Week	Rate	Rating					
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	4	\$150.00 \$150.00	0.00 0.00					
E 23 WXYZ 10/27/		SA 1130p-1230a SA Greys	СМ		DamS-	:30	1 \$250.00 P-4	0.00 NM	1	\$250.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				I	





Contract / Revision 305716 Flight Dates 10/23/12-10/29/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 09/18/12 <u>Order Sep</u> 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1538 Week 2

				Totals
Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots Rate Pri	Rtg Type Spots Amount
E 23 WXYZ 10/27/12 10/27/12	•	1130pm-1230amS-	:30 1 \$250.00 P-4	0.00 NM 1 \$250.00
Start Date End Date	SA Greys Weekdays Spots/Week	Rate Rating		
Week: 10/22/12 10/28/12	S- <u>opois/veek</u>	\$250.00 0.00		
E 24 WXYZ 10/28/12 10/28/12	Sports Update 1130-12ncM SU 1130p-12a	1130pm-12am S	:30 1 \$550.00 P-4	0.00 NM 1 \$550.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	Rate Rating 0.00		
E 25 WXYZ 10/29/12 10/29/12	MO 8-10pm Dancing CM MO 8-10pm Dancing	8-10p M	:30 1\$10,000.00 P-3	0.00 NM 1 \$10,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 <u>End Date</u>	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> 0.00		
E 26 WXYZ 10/23/12 10/23/12	Tuesday Prime C CM Private Practice	10-11pm Tuesday - T	:30 1 \$5,000.00 P-3	0.00 NM 1 \$5,000.00
Start Date	Weekdays Spots/Week	·   —   —		
E 27 WXYZ 10/25/12 10/25/12	Thursday Prime C CM Scandal	10-11pm Thursday T	:30 1 \$5,000.00 P-4	0.00 NM 1 \$5,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	·   —   —		
E 28 WXYZ 10/26/12 10/26/12		8-9pm Friday F	:30 1 \$2,000.00 P-3	0.00 NM 1 \$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	· <u> </u>		
E 29 WXYZ 10/27/12 10/27/12		SA 8pm-1130pmS-	:30 1 \$3,000.00 P-3	0.00 NM 1 \$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	· <u> </u>		
E 30 WXYZ 10/28/12 10/28/12	Sunday Prime A CM AFHV	7-8pm SundayS	:30 1 \$3,000.00 P-3	0.00 NM 1 \$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	· . — —		
E 31 WXYZ 10/28/12 10/28/12	Action News SUN 6am CM Action News SUN 6am	SUN 6-7amS	:30 1 \$250.00 P-4	0.00 NM 1 \$250.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week	Rate Rating 0.00		
E 32 WXYZ 10/23/12 10/29/12	M-F 11a-12n CM M-F 11a-12n	11am-12pm M-F 11111	:30 5 \$750.00 P-4	0.00 NM 5 \$3,750.00
Start Date         End Date           Week: 10/22/12         10/28/12           Week: 10/29/12         11/04/12	Weekdays         Spots/Week           -1111         4           1         1	· . —		
E33 WXYZ 10/27/12 10/27/12		1am-2am S-	:30 1 \$175.00 P-3	0.00 NM 1 \$175.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u> 10/28/12	Weekdays Spots/Week	· . — — — — — — — — — — — — — — — — — —		
E 34 WXYZ 10/28/12 10/28/12		12am-1amS	:30 1 \$250.00 P-4	0.00 NM 1 \$250.00
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 <u>End Date</u>	Weekdays Spots/Week	· . — — — — — — — — — — — — — — — — — —		
E 35 WXYZ 10/24/12 10/24/12	Wednesday Prime A CM Middle/Suburgatory	8-9pm Wednesday W	:30 1 \$4,500.00 P-3	0.00 NM 1 \$4,500.00

Print Date: 09/24/12

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WXYZ
Contract / Revision

Contract / Revision 305716 Flight Dates 10/23/12-10/29/12 Hiatus Dates

<u>Original Date / Revision</u> 07/24/12/ 09/18/12 <u>Order Sep</u> 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1538 Week 2

In Ch	Ctort	Fnd	Inventory Code	Drook	Stort/End	Time Dave	lan Cn	o+o	Doto Dri	Dta Tuno	Tota	
Ln Ch	Start	End	Inventory Code		Start/End		Len Sp		Rate Pri		Spois	Amount
E35 WXYZ	10/24/1	2 10/24/12	Wednesday Prim		8-9pm Wed	Inesday W	:30	1	\$4,500.00 P-3	0.00 NM	1	\$4,500.00
	_		Middle/Suburgato	,	_							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	W	1	\$4,500.00	0.00						
N36 WXYZ	10/23/1	2 10/29/12	6am News M-F	CM	6-7am M-F	11111	:30	5	\$900.00 P-3	0.00 NM	5	\$4,500.00
			Action News 6am	ı								
	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/2	,	10/28/12	- 1111	4	\$900.00	0.00						
Week: 10/2		11/04/12	1	1	\$900.00	0.00						
N37 WXYZ	10/28/1	2 10/28/12	SU 1a-2a	CM	1am-2am	S	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
			SU 1a-2a									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10/2		10/28/12	S	1	\$175.00	0.00						
N38 WXYZ	10/23/1	2 10/23/12	Tuesday Prime B		9-10pm Tue	esday -T	:30	1	\$9,000.00 P-3	0.00 NM	1	\$9,000.00
			Happy Endings/A	pt23								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10/2	22/12	10/28/12	- T	1	\$9,000.00	0.00						
N39 WXYZ	10/26/1	2 10/26/12	Friday Prime B	CM	9-10pm Frid	dayF	:30	1	\$4,000.00 P-3	0.00 NM	1	\$4,000.00
			Primetime									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	F	1	\$4,000.00	0.00						
N40 WXYZ	10/28/1	2 10/28/12	Sunday Prime C	CM	9-10pm Sui	ndayS	:30	1	\$5,000.00 P-3	0.00 NM	1	\$5,000.00
			Revenge									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	S	1	\$5,000.00	0.00						
			-							<del></del>	44-54	25 700 00

Totals 115\$125,700.00